

**MASS CULTURAL COUNCIL
FALL 2018 RETREAT**

TUESDAY, OCTOBER 23, 2018: 10:00 A.M. TO 3:00 PM

**BUCKLAND TOWN HALL
17 STATE STREET
SHELBURNE FALLS, MA 01370**

THE URGENCY OF CREATIVE YOUTH DEVELOPMENT

AGENDA

1. COFFEE & MINGLE. (10:00-10:15 A.M.)

2. WELCOME

Gladys Hidalgo, alumnus of RAW Artworks **(10:15-10:30 A.M.)**

3. FRAMING

The posing of 'The Question', putting the work of Mass Cultural Council in a national and international perspective – Eric Booth, Art Consultant and Teaching Artist. **(10:30-11:00 A.M.)**

4. PANEL + Q&A

a) Introduction by Gladys Hidalgo

b) Participants:

- o Sen. Adam Hinds of Pittsfield
- o Priscilla Kane Hellwig, Executive Artistic Director, Enchanted Circle Theater.
- o Jennifer Kitchenham, Executive Director, Wonderfund

- Colleen Holmes, President and CEO, Berkshire Children and Families.
 - Corey DePina, Teaching Artist, Zumix and Young Audiences Massachusetts.
 - Youth participant in a CYD program
 - Parent of participant in a CYD program
- (11:00 A.M. - NOON)**

5. LUNCH

Art Garden Staff to speak about what the YouthReach investment means to their program and the Shelburne Falls community.
(12:15-1:00 P.M.)

6. REENTRY ACTIVITY - Corey Depina (1:00-1:15 P.M.)

7. ACTIVITY AROUND QUESTION (e.g. – SWOT) - Eric Booth (1:15-2:30 P.M.)

8. NEXT STEPS- All (2:30-2:45 P.M.)

9. YOUTH PERFORMANCE – Kids 4 Harmony, Pittsfield, MA (2:45-3:00 P.M.)

10. RECEPTION (3:00 P.M.)

Advance Materials to be sent to Council:

- *Speaker, Panelist and Organization biographies*
- *Creative Youth Development Resource Sheet*
 - *Key Principles of Creative Youth Development*
 - *Description of Mass Cultural Council's Creative Youth Development Programs*
 - *Links to Further Resources on Creative Youth Development*
- *New Creative Youth Messaging Document*

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**Bios of Speakers and Panelists and Organizations
(by order of appearance on agenda)****Gladys Hidalgo – Raw Art Works Alum.**

Gladys is an alumnus of Raw Art Works having participated in R2R Film School and Art in Words, she has now joined the staff as a co-leading teaching artist for the Speak Up program. Her poetry is rooted in her Latinx ancestry.

RAW Art Works is a youth arts organization that is rooted in art therapy. At its core, RAW believes that all kids should be seen and heard and that everyone has a story to tell. Located in Lynn, Massachusetts, RAW offers a variety of free programming from painting to filmmaking, for kids ages 7-19. RAW uses art to ask kids "what is really going on" in their lives, giving them the tools to create in unexpected ways, and envision new possibilities for their future.

Eric Booth – Arts Consultant/Teaching Artist (<http://ericbooth.net/>).

Eric Booth has taught at Juilliard (13 years), Stanford University, NYU, Tanglewood and Lincoln Center Institute (for 35 years), and The Kennedy Center (14 years). He has been referred to as "the father of the teaching artist profession" and "one of the 50 most important U.S. arts leaders."

State Senator Adam G. Hinds. Senator Hinds, of Pittsfield, represents the largest geographic territory in the Legislature, comprised of 52 western communities situated across Berkshire, Hampshire, Franklin and Hampden Counties. He serves as the Senate chair of the Joint Committee on Tourism, Arts and Cultural Development and the Senate vice-chair of the Joint Committee on Economic Development & Emerging Technologies. Senator Hinds was raised in Buckland and attended Mohawk Trail Regional High School. Senator Hinds is also the founding director of the Pittsfield

Community Connection, a program designed to proactively engage at-risk youth before exposure to and engagement in violence and crime.

Priscilla Kane Hellweg – Executive Director, Enchanted Circle Theater. Priscilla Kane Hellweg has written, directed, and performed educational theater, and taught arts integrated curricula extensively throughout New York and New England for over thirty years. Under Ms. Hellweg's direction Enchanted Circle Theater has become the regional leader in arts integration, developing work that bridges arts, education and human services.

Enchanted Circle Theater was founded in 1976 and has toured multicultural folktales to schools, museums, & theaters. Their expertise in arts integration & creative youth development supports students' creative potential and address the achievement gap. Today, ECT partners with school and social service agencies, serving youth in foster care, juvenile justice, and residential treatment, as well as after school programs that focuses on some of the most vulnerable youth and families in Western MA.

Jennifer Kitchenham, Executive Director, Wonderfund. Jennifer Kitchenham has served as the Executive Director of Wonderfund since 2015. Employed by the Department of Children and Families, Ms. Kitchenham leads a unique and exclusive partnership between a state agency and an independent 501(c)3 organization. Prior to serving in this role, Ms. Kitchenham was a social worker with DCF for more than 16 years.

Wonderfund is a private, nonprofit, 501(c)3 that serves children engaged with the Massachusetts Department of Children and Families (DCF) through a unique and exclusive partnership. Wonderfund provides comfort and dignity to children in traumatic situations and enrich childhoods that have been impacted by abuse and neglect. More information can be found at <http://www.wonderfundma.org/>.

Colleen Holmes – President and CEO, Berkshire Children and Families. Colleen Holmes has been Chief Membership and Strategy Officer for the Girl Scouts of Central and Western Massachusetts, having joined the organization in 2008. A leader of mission-driven work for children for much of her career, she has experience in many areas of nonprofit management, including strategic planning and development, human resources, marketing communications, programming, and volunteerism .

Berkshire Children & Families has served Western Massachusetts for more than 130 years. In 2011 they established **Kids 4 Harmony** in 2011 and became the only social service agency to offer an El Sistema based music program. BCF is uniquely equipped to work with children and their families to address the root causes of poverty and focuses primarily on children with

the fewest resources. The organization recognizes that all children have talent, not all have opportunity.

Corey Depina – Teaching Artist, Zumix and Young Audiences Massachusetts.

Corey Depina grew up in Roxbury as a first generation American from a family of Cape Verdean immigrants. Now living in West Roxbury, Corey is an accomplished rapper and a skilled workshop and program facilitator. He performs and teaches all over the United States.

ZUMIX is an East Boston-based nonprofit organization dedicated to building community through music and creative technology. A core belief is that music is the most powerful means of developing adolescent self-identity. Their award-winning music and creative technology programming is designed to equip youth with the tools necessary to reach their full potential, while creating a safe space for youth to explore who they are and who they want to be. Through community events, ZUMIX provides access to top-quality arts experiences for low-income, under-served youth in the East Boston neighborhood.

The Art Garden was founded in 2009 to provide art education and creative opportunities in Shelburne Falls and the surrounding hill towns, an underserved rural area. The organization provides children, teens, and adults ways to explore, develop and share their creativity through intergenerational drop-in art-making, K-12 after school and school vacation programs, workshops, community exhibits, community artmaking events and public art projects

Creative Youth Development

Six Key Characteristics of Creative Youth Development

Effective Creative Youth Development programs:

- 1.) Provide safe and healthy youth spaces
- 2.) Are assets based
- 3.) Foster the development of positive relationships and social skills
- 4.) Are youth driven
- 5.) Set high expectations for growth and learning
- 6.) Address the broader context in which CYD operates

Mass Cultural Council Grant Programs and Services

YouthReach

The goal of YouthReach is to promote integration of substantive out-of-school arts, humanities, and science opportunities into a collaborative response to the needs of young people and communities. Through YouthReach more than \$14 million has been granted to 120 organizations over the past 24 years, reaching over 40,000 vulnerable young people, their families, and their communities.

SerHacer

SerHacer (To be, To make) is focused on supporting the growing number of intensive, ensemble-based music programs that enable music as a vehicle for youth development and social change.

Amplify

Amplify grants provide support up to \$1,000 for projects designed and executed by young people. Young people in YouthReach and SerHacer funded organizations are eligible.

Music Educator and Teaching Artist (META) Fellowship – *A partnership of the Mass Cultural Council and The Klarman Family Foundation*

The goal of the META Fellowship Program is to strengthen the youth music training pathway by:

- Enhancing the practice of music educators/teaching artists and their impact on youth, and
- Developing stronger connections between music educators/teaching artists and greater awareness of the resources available to benefit the youth they serve

National Resources

National Partnership for Creative Youth Development

www.creativeyouthdevelopment.com

Seen and Heard – People and Stories from Creative Youth Development

<http://seenandheard.massculturalcouncil.org/>

National Guild for Community Arts Education – Creative Youth Development Initiative

<http://www.nationalguild.org/Programs/Key-Initiatives/Creative-Youth-Development.aspx>

Success Principles for Afterschool Arts Programs from Urban Youth and Other Experts

<http://www.wallacefoundation.org/knowledge-center/Documents/Something-to-Say-Success-Principles-for-Afterschool-Arts-Programs.pdf>

Local Resources

Boston Youth Arts Impact Network – Tools and resources for program planning and evaluation

<https://sites.google.com/site/bostonyouthartseval/home>

Boston Youth Arts Evaluation Project – Evaluation tool for Creative Youth Development

<http://www.byaep.com/1/Welcome.html>



Power of culture

To: Mass Cultural Council
Fr: Staff
Dt: October 23, 2018
Re: Creative Youth Messaging

Since this summer, we have been working with ThinkArgus, our communications consultant, on how we refer to our work in the field of Creative Youth Development. Attached for your review is a summary of their thinking-most notably proposing use of *Creative Youth* as shortened name for purposes of the public face of the work.

There is no specific agenda item on this new messaging concept. We are providing this summary as important background information for the Council as we delve into the field of Creative Youth Development at the retreat.

Creative Youth Messaging Platform

Introduction

The goal of the *Creative Youth* messaging platform is to give voice to the idea that cultural experiences play a crucial role in the lives of young people. We are looking to deliver a consistent, aspirational message that is relatable to a broad audience – not just academics and practitioners, but also youth leaders, government officials, and corporate funders – and empowers us to bring Creative Youth Development to the international stage. What you will find here are not scripts to be repeated verbatim, but resources to help you establish productive relationships, motivate action, and make a case for creativity and youth that resonates around the globe.

The messaging platform consists of four sections:

1. **Core concepts:** For over 25 years, Creative Youth Development has brought together cultural practitioners and academics from a wide range of fields. In this section, we propose a set of core concepts that will form the basis of a common language and shared purpose. We divide these concepts into two categories: *what is youth* and *what is Creative Youth*.
2. **A public name:** The term Creative Youth Development has a history and good equity. As we strive to expand our audience, however, we propose a shift that should make it more compelling to the lay public and serve as a rallying cry – without abandoning our roots.
3. **A global event:** *To come*
4. **Elevator speech:** *To come*

Section 1: Core Concepts

As a concept, Creative Youth development came from the purposeful integration of two different fields of practice: creative expression and youth development. This speaks to common sense: we know that culture and creative expression play an important role in the formation of successful, well-rounded individuals and citizens. But Creative Youth development takes this a step further, redefining youth cultural practice with the

conceptual framework of *social services* to raise its value in the public eye. As useful as this reframing can be, it also brings with it an inherent tension: for some, Creative Youth development aspires to work **with** young people to bring about positive change in our community; for others, it describes a professional practice that delivers social services **for** youth through the arts, humanities, and sciences. In our view, this contradiction can make it challenging to define a singular compelling vision, generate enthusiasm outside the field, rally support, and, most important, recruit new partners and funders.

This is why we're defining a set of core concepts as the basis of our new messaging platform – a shared foundation that bridges the gap between aspiration and practice. Together, these concepts form a world view, a common understanding of both *youth* and *Creative Youth* that can drive our message and help make our case with all of our audiences.

What is youth?

Youth is creative

Young people are inherently creative: whether they're exploding traditional artforms, finding new ways to use technology, or developing their own lingo and shared language, youth have always been at the forefront of culture. As Creative Youth professionals, we seek to *unleash* their creativity. We provide tools, mentorship, encouragement, and safe spaces for young people to explore their creative selves.

Youth is potential

As they explore and create their own identities, young people have lifetime of choices, and accomplishments, ahead to them. Whatever limitations they face come from without – from their upbringing, social standing, or economic circumstances. As Creative Youth professionals, we clear a path forward. Unfettered, youth will expand culture, solve intractable problems, and change the world for the better. We believe that if a young person fails to live up to their potential, it is as much our loss as theirs. That's why we don't say "at-risk youth": what's at risk is our future.

Youth is leadership

Young people approach the world from a fresh perspective and with openness and enthusiasm – all the makings of great leaders. As Creative Youth professionals, we create opportunities for youth leadership, not just among their peers, but in the community as a whole. When we work with youth, we serve as advocates, mentors, enablers: not leaders, but *allies*. We are here to hone their vision, celebrate their victories, and help them turn their failures into learning experiences. Young people are change agents.

Youth matters

Our world tends to see young people as many things: a demographic, a market, a risk, perhaps a sign of social decline. As Creative Youth professionals, though, we know that *youth matters*. We see young people as creative, full of potential, eager to lead. We understand that they can have a great impact on our culture. Most important, we are committed to the idea that youth has something to say; they bring their own point of view to the table, and they expect to be heard. And that voice can make the world a better place.

What is Creative Youth?*Creative Youth is a movement*

We aim to make a better world by unleashing the potential of young people as creators, leaders, and change agents.

Creative Youth is a practice

We bridge the gap between aspiration and action. Working with expert practitioners in the arts, humanities, and sciences, we create cultural experiences that help young people explore their identities, find their voice, and give shape to their future.

Creative Youth is a social investment

When young people who have access to quality Creative Youth experiences, they make significant contributions to our communities – both today and in the future.

Creative Youth is a partnership

Our programs create lasting relationships between young people and practitioners from the art, humanities, and sciences, as well as cultural institutions and social service organizations.

Section 2: A public face

In use for over 25 years, the term *Creative Youth Development* carries with it a great deal of equity in the cultural and academic sectors: it has been used by White House commissions, driven national conferences, launched many articles, blog posts, and research reports, and, of course, defined a whole category of grant making at the Mass Cultural Council. It does an excellent job defining a *professional practice*, and, for those in the know, it speaks to an important relationship between creative work and social services.

When it comes to capturing the imagination of the public, generating enthusiasm among potential funders, and building a movement for change, Creative Youth Development can be a challenge. For those unfamiliar with youth development as a practice, it comes across as ambiguous (are we developing “creative youth” or being creative about “youth development”?). More important, it puts the focus on the *process* rather than the *outcome*. As we bring our vision to the global stage, we need to be clear about the goals and aspirations of our field. What we want is a generation that is fully realized, living to its potential, ready to engage the world and make a difference. What we want is **Creative Youth**.

Creative Youth can serve as a rallying cry, a challenge, and a measure of success. It respects the agency of young people and advances them as leaders in their communities. It also makes the case that creativity is a value in and of itself: the way for youth to thrive in today’s economic, social, and political environment.

To be clear, we are not proposing to replace *Creative Youth Development* with *Creative Youth*. We see the shortened version as a public face. For example, it could be used by a cultural institution as part of a grant proposal for their youth-oriented programs. Or it could be used to create an aspirational title to an international convening in the field.

We also don’t want to minimize the social service aspect of Creative Youth Development. We understand that successful programs combine creative expression with youth development services such as substance abuse counseling, job training, and adult mentorship – that’s a message that government agencies and many private funders may very well find compelling. Creative Youth, however, brings attention to what’s unique and valuable about culture, especially as it relates to young people. As we bring new partners into the field, we want to highlight first what we contribute as cultural practitioners, then speak to how we support a social service model. This is particularly important as we compete for funding with more established (and better documented) youth development programs.